

Message Text

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ACTION EUR-12

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R 071335Z MAR 75
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USDOC WASHDC
INFO AMEMBASSY COPENHAGEN
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AMEMBASSY STOCKHOLM

UNCLAS OSLO 0957

FOR EUR/RPE; USDOC FOR OIM; STOCKHOLM FOR TRADE CENTER

E.O. 11652: N/A

TAGS: BEXP, NO

SUBJECT: FY 'UT CCP NORWAY - SECOND INTERIM REPORT

REF: OSLO A-218, 11/74
OSLO A-120, 6/74
STATE A-3942, 5/15/74

SUMMARY:

1. SECOND TRIMESTER REVIEW OF FY '75 NORWAY CCP CAMPAIGN ACTIVITIES AND RESOURCE UTILIZATION FOLLOWS. SECOND TRIMESTER CHARACTERIZED BY WINTER HOLIDAYS, INFLUENZA EPIDEMIC, CONTINUING BUDGET UNCERTAINTIES, AND UNEXPECTED CCP PLANNING FOR FY 76 AND 77. END SUMMARY.
2. CAMPAIGN ACTIVITIES. IN FOLLOWING SUBSECTIONS, CAMPAIGN ACTIVITIES ARE LISTED IN SAME ORDER AS IN DRAFT FY 75 CCP. ADDITIONAL ACTIVITIES, IF ANY, ARE SPECIFIED. RESOURCES ARE IDENTIFIED AS FOLLOWS: PERSONNEL (MAN HOURS) - (A) FSO (B) FSL/P (C) FSL/C; FINANCIAL (US DOLLARS) - (D) TRAVEL (E) REPRESENTATION (F) PRINTING/MAILING (G) CONTRACT SERVICES; ZERO POSTINGS ARE OMITTED.

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A. SHIPBUILDING: (1)

ACTIVITY TARGETS - (A) SEE PREVIOUS TRIMESTER REPORT (REF A)V 1 ADS PROCESSED. (B) SEE PREVIOUS TRIMESTER REPORT (C) 3 AGENCY TO'S SUBMITTED. (D) NOT APPLICABLE AT THIS TIME. (3) RESOURCES - (A) 1 (B) 12 (C) 1.

B. ENERGY SOURCES: (1) EMPIRICAL TARGET - NOT MEASURABLE. (2) ACTIVITY TARGETS - (A) 1 ADS PROCESSED (B) 480 INVITATIONS TO OTC MAILED; POST COOPERATING WITH PAN AM IN EFFORT TO ORGANIZE FOREIGN BUYER GROUP. (C) NOT APPLICABLE - SEE PREVIOUS TRIMESTER REPORT (D) PROMOTION OF FBG TO OTC INCLUDES PERSONAL CONTACTS WITH LEADING IMPORTERS/DISTRIBUTORS. (E) 1 TO SUBMITTED (F) WILL BE SUBJECT OF REPORT IN FINAL TRIMESTER (G) NOT APPLICABLE - SEE PREVIOUS REPORT. (3) RESOURCES - (A) 3 (B) 20 (C) 5 (F) 100.

C. ENVIRONMENTAL CONTRROL: (1) EMPIRICAL TARGET - NOT MEASURABLE. (2) ACTIVITY TARGETS: (A) 1 AGENT APPOINTED DURING REPORTING PERIOD; SEVEN OTHER NTM FIRMS INITIATED AGENCY OR LICINSING NEGOTIA-TIONS AT STC "ECOLOGY 75" SHOW; (B) NOT APPLICABLE AT THIS TIME; (C) ACCOMPLISHED PREVIOUS REPORTING PERIOD; (D) 5 AGENCY TO'S SUB-MITTED DURING REPORTING PERIOD - SEE COMMENT IN FIRST TRIMESTER REPORT; (E) "MILJO" HAS BEEN POSTPONED UNTIL SPRING 1976; (F) DESPITE INTENSIVE PROMOTIONAL EFFORTS, NORWEGIAN VISITORS AT ECOLOGY 75 STC SHOW NUMBERED ONLY 17. PROMOTION INCLUDED DISTRIBUTION OF PRESS RELEASE TO 154 MEDIA, MAILING OF 700 CATALOGS, PERSONAL CALL CAMPAIGN, AND UNSUCCESSFUL EFFORT BY PRIVATE PROMOTER TO ORGANIZE GROUP TOUR TO STC. NEVERTHELESS, RESULTS WERE ENCOURAGING - 1 AGENT APPOINTED PRIOR TO SHOW OPENING, 7 NTM EXHIBITORS INITIATED AGENCY OR LICENSING NEGOTIA-TIONS, 3 POTENTIAL LICENSING AGREEMENTS INITIATED AS RESULT OF EMBASSY POST-SHOW FOLLOW-UP ACTIVITIES, AND 12 MONTH SALES IN NORWAY PROJECTED AT \$424,000. (G) ONE FOREIGN BUYER GROUP IDENTIFIED (OSLO 647). (3) RESOURCES - (A) 3 (B) 14 (C) 3 (D) 200 (F) 130.

D. PETROCHEMICAL INDUSTRY: (1) EMPIRICAL TARGET - NOT MEASURABLE; SEE COMMENT IN PREVIOUS TRIMESTER REPORT. (2) ACTIVITY TARGETS: (A) NATIONAL DISTILLERS SELECTED AS PROJECT LICENSOR FOR LD POLYETHYLENE BY SAGA PETROCHEMICAL; (B) CONTACTS ESTABLISHED WITH ONE ADDITIONAL END USER AND ONE AGENCY TO FOR PROCESS CONTROL INSTRUMENTATION SUBMITTED; (C) REPORT SUBMITTED IN UNCLASSIFIED

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OSLO A27, FEBRUARY14; (D) ADDITIONAL ACTIVITY TARGET - MAJOR PROMOTIONAL EMPHASIS FOR THIS CAMPAIGN WILL BBE FOCUSSED ON INDSTRIAL PROCESS CONTROL SHOW AT STC, JUNE 9-13. (E) RESOURCES - (A) 5 (C) 0.5.

E. INVEST IN USA - (1) EMPIRICAL TARGET - NOT MEASURABLE. (2) ACTIVITY TARGETS - (A) SEE REF A; (B) ACHIEVED THROUGH FOLLOW UP OF INVEST IN USA SEMINAR; (C) IDA REMARKS AT SEMINAR

PUBLISHED IN JOURNAL OF EXPORT COUNCIL OF NORWAY, SEE OSLO A-219, 12/3/74; (3) RESOURCES - (A) 1.

F. TRAVEL USA -- (1) EMPIRICAL TARGET - CAN BE MEASURED ONLY BY WASHINGTON. (2) ACTIVITY TARGETS - (A) TRAVEL RECEPTION/WORKSHOP TO BE HELD MARCH 10 UNDER USIS AUSPICES WITH PARTICIPATION BY AMBASSADOR, NORSEMAN'S ASSOCIATION, PAN AM, TRAVEL AGENTS FEDERATION, USIS, AND COMMATT; (B) NO ARTICLES PUBLISHED DURING REPORTING PERIOD; (C) SEVERAL JOURNALISTS AND AGENTS TOURS REFLECTING EXTENSIVE USIS INPUT SCHEDULED FOR FOURTH QUARTER FY 75. (3) RESOURCES - EXCLUDING USIS RESOURCES - (A) 5

3. NON-CAMPAIGN ACTIVITIES. DETAILED NON-CAMPAIGN RESOURCE WORKSHEETS FOLLOW BY POUCH. TOTALS ARE AS FOLLOWS: FSO-28; FSL/P - 106; FSL/C - 78/5; TRAVEL - 0; REPRESENTATION - 0; PRINTING/MAILING - 95; CONTRACT SERVICES - 0.

4. COMMENT: THE UNFORTUNATE BUDGET SITUATION THIS YEAR (CONTINUING RESOLUTION LASTING SEVEN MONTHS, TRAVEL FREEZE, ETC.) HAS MADE RATIONAL PLANNING VIRTUALLY IMPOSSIBLE AND HAS COMPELLED US TO ATTEMPT TO MEET OUR GOALS WITH ABSOLUTELY MINIMUM FINANCIAL EXPENDITURE. AS A RESULT, WHILE ACTIVITY TARGETS ARE FOR THE MOST PART BEING MET, THEY ARE NOT, IN OUR JUDGMENT, BEING MET AS EFFECTIVELY AS THEY MIGHT. WHEREVER POSSIBLE, WE HAVE "BORROWED" RESOURCES FROM OTHER SOURCES, INCLUDING PRIVATE PROMOTERS, IDA BRUSSELS, STOCKHOLM TRADE CENTER, AND USIS OSLO. THE LATTER HAS BEEN MOST GENEROUS IN MAKING AVAILABLE PART OF ITS BUDGETARY AND PERSONNEL RESOURCES FOR THE IMPLEMENTATION OF VARIOUS COMPONENTS OF THE CCP, PARTICULARLY THE TRAVEL USA CAMPAIGN. USIS OSLO ESTIMATES THAT EXPENDITURES FROM ITS BUDGET ON TRAVEL USA DURING FY 75 WILL AMOUNT TO \$2500 AND MANY MAN DAYS.

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5. ACTION REQUESTED: THE EMBASSY IS STILL AWAITING THE FINAL APPROVED DRAFT OF THE FY 75 CCP FOR NOWAY. IT WILL BE NOTED THAT THE AMENDED DRAFT PREPARED BY THE POST (REF B) REQUESTED WASHINGTON TO FURNISH CERTAIN CORRECTED DATA FOR THE CCP. BYRNE

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